

IN THE SPECIFICATION:

Please amend the paragraph at page 1, line 24 to page 2, line 6 as follows:

C1 Recently, an awarding promotion using the Internet has been widely performed. For example, a quiz entrant may know ~~[[a]]~~ an awarding promotion with a banner linked to other web sites. The quiz entrant may answer the quiz or a questionnaire on the homepage of the quiz promoter linked to the banner. Thus, the quiz entrant can enter for the quiz on line.

Please amend the paragraph beginning at page 2, line 12 as follows:

C2 In a promotion using the above-described advertise medium (such as a newspaper, a magazine, a poster, or a television), it takes a long time (for example, several months) until the promotion is started. Thus, the advertiser should spend much money. In addition, entrants should perform many miscellaneous works to get benefits of the awarding promotion. In other words, an entrant should ~~past~~ paste a stamp on an entry postcard, purchase a postcard, write the answer of the quiz and the personal information of the entrant to the postcard, and drop the postcard into a mailbox.

Please amend the paragraph beginning at page 11, line 9 as follows:

C3 The web page (containing the search keyword input field) that is transmitted from the search keyword input page-transmitting unit 21 to the user terminal apparatus 3 is browsed by the web page browsing unit 31. When ~~the~~ a keyword is input to the search keyword input field of the web page, the keyword is transmitted to the information searching apparatus 1 by the search keyword transmitting unit 32.

Please amend the paragraph at page 12, line 25 to page 13, line 8 as follows:

C4 The unpublished content information is award entry information. The database 4 stores location information of award entry information so that the user plays a game for searching the award entry information using the user terminal apparatus 3. In such a structure, since the speculative ~~spirit~~ spirit of the user is stimulated, it can be expected that the number of users increases. Thus, it can be expected that the advertisement effect further improves.

Please amend the paragraph beginning at page 23, line 22 as follows:

C5 The entrant browses a web page as the search result. Thereafter, the entrant repeatedly ~~search~~ searches keywords and ~~browse~~ browses web pages. Finally, when the entrant ~~found~~ finds a target page 115, the game is over.